



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Media Strategies & Research
1580 Lincoln Street
Suite 510
Denver, CO 80203-1907

Contract # 339601

Schedule Dates	11/02/12-11/06/12	Date Entered	11/01/12
Advertiser	Cowell for North Carolina Treasurer (9687)	Last Modified	11/01/12
Agency	Media Strategies & Research (1583)	Entered By	Dave Wade
Product	Political - State Candidate (1071)	CO-OP	No
Brand	POLITICAL (28001)	Headline #	
Salesperson	Wade, Dave (1546)	Demo	
Sales Office	WSOC-TV	Order Type	Normal
Buyer Name	Collins, Suzanne	Package Deal	
Phone/Fax	(303) 989-4700 /	Commission %	15.00
CPE	13047	Commission	\$573.75
Account Types	Local/Political	Net Total	\$3,251.25
Billing Type	Standard	Sales Tax	
Comments			

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Nov. 2012	5	\$3,825.00
Grand Total:	5	\$3,825.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / Spot	11/02/12-11/02/12	5	:30	4P-5P (EST)						1			1	\$850.00		Charlotte (WSOC)		11/1/12
1.1	Normal Line / Spot	11/02/12-11/02/12	5	:30	4P-5P (EST)						1			1	\$850.00	\$850.00	Charlotte (WSOC)		11/1/12
2.0	Normal Line / Spot	11/05/12-11/05/12	5	:30	5A-5:30A (EST)									1	\$425.00	\$425.00	Charlotte (WSOC)		11/1/12
3.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	11P-11:35P (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		11/1/12
4.0	Normal Line / Spot	11/05/12-11/05/12	5	:30	11:35P-12:05A (EST)						1			1	\$500.00	\$500.00	Charlotte (WSOC)		11/1/12
5.0	Normal Line / Spot	11/06/12-11/06/12	5	:30	6A-7A (EST)						1			1	\$850.00	\$850.00	Charlotte (WSOC)		11/1/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WSOC-TV Charlotte-Gastonia-Rk Hill	Date: 11/1/2012
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I, Media Strategies and Research,

being/on behalf of: Janet Cowell, a legally

qualified candidate of the Democratic political

party for the office of: Treasurer

in the General

election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Friday, November 02, 2012			Tuesday, November 06, 2012		

Total Charges: \$3,825.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

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I represent that the payment for the above described broadcast time has been furnished by:

Cowell for Treasurer

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Richard Cook

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Thursday, November 01, 2012

Date

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

DAVID WADE

Printed Name

Title